



January 16, 2007

Naturally Raised Marketing Claim  
Agricultural Marketing Service  
USDA  
Room 2607-S  
1400 Independence Avenue, SW  
Washington, D.C. 20250-0254

*VIA EMAIL TO NATURALLYRAISED@USDA.GOV*

**Re: Naturally Raised Marketing Claim**

To Whom It May Concern:

CattleLog is a business unit of eMerge Interactive, a technology company focusing on the agricultural and meat processing industries. We have operated a USDA-approved Process Verified Program since December 2003. As a leading provider of verification services, we welcome the opportunity to submit comments to USDA-AMS regarding the Naturally Raised Marketing Claim.

Since June 2006, we have offered CattleLog Verification Services, a comprehensive program designed for cattle producers to verify their production claims and qualify their animals for many popular value-added and branded programs, including natural, non-hormone, and age-based export marketing programs. Many customers who currently utilize our existing Process Verified Program for age and source verification have expressed an interest in an official, AMS-approved Naturally Raised verification option.

As a voluntary marketing claim with USDA-AMS oversight, we support the development of a Natural standard with live animal production claims that may be verified by approved Process Verified Programs. We believe that this approach provides numerous benefits to USDA-AMS, producers, and consumers. Furthermore, we support continued FSIS acceptance of USDA-AMS marketing program approval, including a Naturally Raised option, to substantiate labeling claims for animal production practices.

Once again, thank you for the opportunity to submit comments for consideration.

Sincerely,

A handwritten signature in blue ink that reads "Tim Niedecken".

Tim Niedecken  
Director, Information Products